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## THE EFFECTS OF OUTDOOR ADVERTISEMENTS ON CONSUMERS: A CASE STUDY

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**Abstract:**

*The purpose of this study was to determine the influence ratio of outdoor advertisements on survey participants (consumers) who are living in Sivas city and to measure the effects on participants' purchasing behavior. The research also attempted to specify the different characteristics of outdoor advertisements in comparison to other advertising instruments. The other research aims are to designate the status of outdoor advertisements among the advertisement instruments which are thought to have an effect on the purchasing behavior of consumers and to determine the effects and dimensions of outdoor advertisements. A face-to-face interview survey is conducted on 400 person who live in Sivas city and who are selected with non-random sampling. Data were analyzed by using T-test, variant analysis and factor analysis. SPSS 15.0 for Windows was employed for the scale measurement. The result of the analysis shows that people generally have positive opinions about outdoor advertisements. They think that outdoor advertisements are more eye-catching and creative when compared to other advertisement types and their physical size lends them an effective visual impact. Respondents also stated that outdoor advertisements contribute to the cityscape in terms of variety and beauty, and they do not pollute the environment. However, awareness of outdoor advertisement amongst some people is relatively low. The results of the study indicate that outdoor advertisements which create different ideas, which are effective in informing and persuading people and which are sensitive to the environment can be viewed positively by consumers. In particular, amongst consumers with higher educational and income levels, outdoor advertisements are becoming striking and their visibility is increasing.*

**Keywords:** outdoor advertisement, customer behavior, Turkey

### 1. Introduction

In today's world, advertising is a commonly discussed type of communication and perhaps the one from which most things are expected. Advertising has become an indispensable phenomenon not only for producers but also, in a sense, for consumers (www.danismend.com.tr/13.02.2007).

The primary objectives of the institutions and establishments, which endeavor to survive in this information age, are to achieve their goals through the most efficient

utilization of their physical and human resources; to produce and to market their goods and services; and to derive greater profits. Advertising is one of the most effective applications of marketing communication for enterprises which wish to achieve these objectives, to survive within this competitive environment and to establish a competitive advantage (Yaylacı, 1998, p.43). Intense competition exists within all market sectors for attracting the interest of consumers to different or similar goods and for influencing their purchasing decisions. Accordingly, for institutions or enterprises, advertising is of great importance in drawing the attention of the customers and affecting their choices among numerous products (Oluç, 1990, p.3).

On the other hand, advertising, from a consumer viewpoint, is regarded as a guide that helps consumer to choose the most appropriate and rational product for him/herself among the thousands offers on the market so as the best to meet his/her own needs.

Advertising, when used for various purposes, such as the survival of the companies within this competitive atmosphere, promoting the sale of goods or helping consumers in their choice, is of great importance in our lives. Enterprises utilize several types of instruments in their advertising strategies, one of which is outdoor advertisements. The term; “Outdoor Advertising” corresponds to any advertisements located in open air, i.e, outdoor areas. An outdoor advertisement is the only advertisement medium to which we are exposed involuntarily.

While some efforts involved for other kind of advertisements, outdoor advertising is unique in which we experience direct and involuntary exposure to messages.

Outdoor advertising, which began with sign painting and large advertisements painted on buildings in Turkey in 1985, has developed rapidly in the last few years, particularly with partnerships of foreign advertising agencies within the sector (Güven, 1999, p.4).

The purpose of this study is to discuss the effects and dimensions of outdoor advertisements which, by utilizing outdoor areas and social-spaces most commonly used by consumers, occupy an indispensable place with their size and visual impact and to measure the effectiveness of outdoor advertisements in influencing the purchasing behavior of consumers.

For this purpose, face-to-face interviews on the topic of outdoor advertisements were conducted in the city center of Sivas, Turkey. The data obtained from these interviews were statistically interpreted with the SPSS program.

## **2. Literature Review**

Advertising is one the most effective methods of marketing for enterprises wishing to survive in an atmosphere of increasing competition and rapid change resulting from globalization. The success of companies which produce similar goods as a result of rapidly changing market conditions and heightened competition depends largely on the extent to which they are able to use market communication components

professionally and rationally (Kocabaş and Elden, 2001, p.13). These factors oblige enterprises to undertake promotional activities in order to achieve their business objectives and to boost their market-share in order to gain a competitive advantage over their business rivals.

If we consider that the distance between the producer and the consumer has widened gradually since the beginning of the century and, accordingly, direct communication between these two groups has become unavailable; it will not be difficult to accept the importance and necessity of advertising, as a model of communication from producer to consumer, for today's enterprises (Backman, 1971, p.20).

Today, everybody is increasingly exposed to advertisements. Advertising shows up in pages of newspapers and magazines; on television and radio via various entertainment programs; on roads via billboards and notices; on buses, trains, tramways and ferry boats; in brief, everywhere at indefinite places and times. Advertising is regarded as a positive effort, which generally contributes to the economy by developing media facilities and enabling the highest standards of life for people, which helps cultural development and which has an immeasurable educational structure (Marketing Magazine, 1979, p.5–6).

Outdoor advertisements, which were first used by advertisers in the United States during the 1850s, were applied in Turkey in 1985 (Civelek, 2003, p.46). The most frequently used instruments of outdoor advertisement are as follows (Assael, 1993, p.606; Marketing Turkey 2004, p.48);

Billboards composed of panels and posters that are immobile and separate, Street furniture such as racquet billboards, stations and cylindrical towers, Transit panels placed in airports, railways, subways, buses and taxis.

Billboards are the most common and widely used forms among the outdoor advertisement media listed above (Berkovitz, et al, 1994, p.541; Lichtenthal, et al., 2006, p.237). When compared to other media tools, the share of outdoor advertisements as a proportion of total advertising expenditure is increasing – albeit slowly.

**Table 1. The Annual Share of Outdoor Advertisement within all Advertisement Expenditures**

<b>Years</b>	<b>Share of Outdoor Advertisement within All Advertisement Expenditures (%)</b>
<b>2000</b>	7.45
<b>2001</b>	7.78
<b>2002</b>	8.00
<b>2003</b>	8.79
<b>2004</b>	8.94

<b>2005</b>	9.24
<b>2006</b>	9.70
<b>2007</b>	9,83
<b>2008</b>	9,93

*Source: Outdoor Advertising Association, [www.oaa.org.uk](http://www.oaa.org.uk). (10/01/2009).*

Table 1 depicts the trend for advertisers to allocate a greater share of annual advertising budgets to outdoor advertising media. The intense use of outdoor advertisements by advertisers is based largely on the fact that people (consumers) spend most of their time in the open-air (Elden, 2003, p.223).

Outdoor media in advertisement and communication are undergoing a very important stage all over the world. Outdoor advertisement media covers the billboards, posters and panels placed on routes which have intensive product and service publicities and traffic density and which are often preferred by the target group; the advertisements in subway stations, bus stops, ports and airports; and floor advertisements designed on these places or on pavements; on outer sides of the buildings etc., with which an outdoor communication with the target group is possible (Avşar and Elden, 2005, p.70).

Outdoor advertisement is the fastest growing mass communication tool in England. In 1998, 83% of 100 advertisers have applied outdoor advertisement, while in 2006 this rate reached 95% ([www.AdAge.org](http://www.AdAge.org). July 12th, 2007).

Turkey, which has approximately 50 years outdoor advertising background, made it's main explosion at the beginning of 1950s. At those years, activities about advertisement of wall and frame developed in a short time. Afterwards with the increase of use of posters and billboards began to become a big sector. Not only in Turkey but also all over the world, spending on outdoor advertising began to increase and many companies budgeted for outdoor advertising. According to Advertising Age's "2006 Fact Pack," annual spending on outdoor advertising by the U.S. increased by 6% to \$5.77 billion in 2004 (Osborne and Coleman: 2008: 13).

Sector sorting in outdoor advertising was arranged in the form of telecommunication companies, soft drinks, shopping centers and banks. (Outdoor&Sign 2006: 66.)

In recent years outdoor advertising show precocity in our country just like all over the world. Because if outdoor advertising conduit is used with a good idea and in a right place, it is transformed into more charming conduit in order to influence the consumer (Topçu 2008: 20). It is even transformed into a conduit which create a sense of buying by attracting consumer's interest (Altun 2009: 68).

In analysis which was conducted between January–October, 2007, the communication sector was ranked first in outdoor media, while the food sector ranked second and the finance sector ranked third. In terms of the units used as outdoor media; network, billboards, panels and mega lights are used respectively (Tolon, 2007, p.118).

All types of advertisement tools have both advantages and disadvantages. The advantages of outdoor advertisements can be briefly summarized as follows (Jefkins, 1984, p.213; Book and Schick, 1998, p.201; Prengerdast, 2001, p.476):

It has wide range of sizes and therefore has a great effect on consumers' perception. Excluding their nature of charm, realism and fascination; outdoor advertisements are striking due to use of colorful and illuminated signboards.

It can be used over the long term and in different season and weather conditions, in accordance with developing technology. It also stands in the same place for days and reminds the existing or potential customers of products or services.

It enables reinforcement on consumers with its sizes, charming colors, interesting fictions and messages. Outdoor advertisements also have some disadvantages which can be summarized as follows (Jefkins, 1984, p.214):

It constrains the opportunity to give detailed messages since it uses large font sizes so as to be visible and readable by moving people or people in traveling cars.

Panels and text might deteriorate, tear, and accordingly become unreadable due to blizzards, rain and hot weather. Inadequate or inappropriate lighting also causes advertising text to be unreadable.

None of communication mediums can be directly replaced by another because television, print media and others which have different effects. However, all types of media are viewed as a result of a cost or effort. In other words, apart from outdoor advertisements, all other forms of advertising are viewed by consumers of their own will. In contrast, people are exposed to outdoor advertisements from the moment that they go outside. In outdoor advertising, a prominent space is chosen and the sphere of influence starts from the moment of consumer sights that location. In brief, consumers are always faced with outdoor advertisements and this has a great influence on purchasing behavior.

### ***Past Research on Outdoor Advertising***

In literature, it is possible to find some researches and studies about outdoor advertising even though it is not so much. One of the researches of those is that of Karmen and Azhari. Azhari and Kamen point out that brands and slogans used in outdoor advertising are more memorable than other advertising medias. While the rate of memorability of products and brands used in outdoor advertising is 79 %, it is 67 % in printed media (1984: 11). In 1975 and 1982, in researches guided by open –air institution, it is concluded that the importance of outdoor advertising on the subject of recognition and recollective of brands is gradually increasing (Whitehall, Tinkham and Tinkham 1990: 50).

In their studies, Shao and Herbig (1995, p.71) stated that tools of outdoor advertising such as billboards (bulletin board-poster panels) are often used in China and that as Chinese use mass communications and bicycles in transport, they are exposed to outdoor advertisements every day. They reported that the reason behind this exposure is that the charges for outdoor advertisements are relatively cheap and these advertisements have a long-term usage when compared to the other advertisement tools.

Woodside claim that in his research outdoor advertising not only increase the rate of buying ,in order to increase sales ,the outdoor advertising should be presented in areas where pedestrian traffic are heavy (Woodside 1990: 229).

In his research of Üsterman, he express that fictional approach and research design in outdoor advertising arouse consumer's interest about brand, initiate and accelerate buying process. (2009: 108).

In a research oriented university students, the rate of ones who buy products by influencing outdoor advertising is increased by 33%. In the same research, the rate of ones who tent towards attitude of buying is increased by 54 % (Sezer 2009: 185).

According to Lopez and Bassell, outdoor advertising will continue to grow and diversify over the next decades, not only because of its cost-effectiveness, but also because it seems to be the only unavoidable realm from which to reach progressively elusive consumers, and the ideal anchor of integrated marketing communication. (2009: 38).

Small companies and local merchants are estimated to purchase almost 80 percent of the media (Belch and Belch, 1998). Products such as entertainment, packaged goods, and media now provide a significant portion of outdoor advertising revenues (Outdoor Advertising Association of America, 1998).

Besides the number of billboards and the duration of the campaign, the location of a billboard will affect the probability and frequency of exposure. The traffic patterns in any city are not random. There are geographic limits to where people tend to travel for work and shopping. For retailing companies, restaurants, and small businesses the total market may not be the effective market from which they draw their customers (Donthu and Rust, 1989).

### **3. Purpose, Scope and Limitations of The Research**

The purpose of this study was to determine the influence degree of outdoor advertisements on survey participants (consumers) who are living in Sivas Province and to measure the effects on participants' purchasing behavior. The research also attempted to specify the different characteristics of outdoor advertisements in comparison to other advertising instruments and its effects on customers' purchase behaviors.

Furthermore, other research aims are as follows;

- To designate the status of outdoor advertisements among the advertisement instruments which are thought to have an effect on the purchasing behavior of consumers.
- To determine the effects and dimensions of outdoor advertisements on customers' purchase behaviors and to point out the differences related with those dimensions in respect of some demographics.

The study focused on consumers living in the city center of Sivas. Consequently, counties of Sivas fall outside of scope of this research.

#### **4. Research Method**

The data required for the research was collected via face-to-face surveys (personal interview) .A beta-survey was undertaken with a group of 30 individuals before the survey format was finalized. This survey method was preferred since it generates a high response rate and permits a large number of questions to be asked of participants. Furthermore, the face-to-face survey method makes participants aware of the outdoor advertisements, to which they are continuously exposed without noticing them.

The population of the central county of Sivas region is 252,000. The minimum sample size required in the city center of Sivas for this sampling method was determined as 381. The minimum sample size was determined using the following formula (Baş 2001, p.45):

$$n = \frac{Nt^2 pq}{d^2(N-1) + t^2 pq}$$

In this formula, N indicates size of the main statistical population, p indicates realization possibility of the event analyzed (p=0.5), q indicates realization impossibility of the event analyzed (p=0.5), q indicates realization impossibility of the event analyzed (p=0.5), t indicates significance level or confidence level (95%), and d indicates error (sampling error; 0.05).

The research took the form of face-to-face interviews, conducted with people (consumers) living in Sivas Province. Interviews took place at different times over the course of several days during May 2007. Among the non-random sampling methodologies, convenience sampling was selected since it is rapid and easy to implement in practical situations.

The questionnaire survey comprised two parts. The first part comprised multiple choice questions with two options that determine demographic characteristics of the participants; the second part comprised open-ended questions and a 5-point Likert scale (1: I completely disagree,....., 5: I completely agree).

#### **Data Analysis**

The SPSS program was used in conducting the analyses. Multivariate statistical analysis and parametric and nonparametric tests have been used. T-test, variant analysis and factor analysis were conducted using the SPSS (Statistical Analysis Program).

#### **Research Findings And Evaluation**

The demographic characteristics of survey participants are shown in Table 2 with regard to age, gender, educational level, income level, and occupation.

**Table 2. Demographic Findings**

<b>Age</b>	<b>Frequency</b>	<b>(%)</b>	<b>Income (TL)</b>	<b>Frequency</b>	<b>(%)</b>
Younger than 25	140	35	250 YTL and lower	101	25
25–37	153	38	251–500	64	16
38–50	82	21	501–750	67	17
51 and more	25	6	751–1000	62	16
<b>Total</b>	<b>400</b>	<b>100</b>	1001–1250	42	11
			1251–1500	26	6
<b>Gender</b>	<b>Frequency</b>	<b>(%)</b>	1501-1750	15	4
Male	217	54	1751-2000	13	3
Female	183	46	Higher than 2000	10	2
<b>Total</b>	<b>400</b>	<b>100</b>	<b>Total</b>	<b>400</b>	<b>100</b>
			<b>Occupational Distribution</b>	<b>Frequency</b>	<b>(%)</b>
<b>Educational Level</b>	<b>Frequency</b>	<b>(%)</b>	Civil Servant	78	20
Primary School	30	7	Worker	32	8
Secondary School	29	7	Retired	21	5
High School	114	29	Student	110	27
Associate Degree	83	21	Housewife	43	11
University	107	27	Tradesman	47	12
Masters Degree	27	7	Self-employed	17	4
PhD	10	2	Other	52	13
<b>Total</b>	<b>400</b>	<b>100</b>	<b>Total</b>	<b>400</b>	<b>100</b>

54 % of the participants are male and 46 % of the participants are female. The majority of the participants are between the ages of 25 and 37. In terms of educational level, 14 % of the participants graduated from primary school, 29 % of the participants graduated from high school, 48 % of the participants had an associate degree or graduated from university and 9 % of the participants had a Masters Degree or PhD. The great majority (25 %) of 400 participants has an income of 250 TL and less, and the second group (with a rate of 17 %) is the participants with an income of between 501 and 750 TL. In terms of respondent occupations, the student group ranks first with 27%.



**Table 3. Distribution Regarding the Most Striking Instrument or Instruments among the Outdoor Advertisements**

<b>Instruments of Outdoor Ads</b>	<b>%*</b>
Billboards	52
Bus-stop Ads	40
Wall Ads	32
Posters (Panel)	28
Cylinder board	27
Car Ads	26
Racquers	22
Mega Lights	17
Floor Graphics (signs)	13

\*The total response rate exceeds 100% since answers can be given to this question.

According to the results of the survey, billboards more than one rank first among the most striking instruments, bus-stop advertisements rank second and floor (ground) signs are the least striking instruments among the outdoor advertisements. In Sivas province, it is uncommon to see indoor floor graphics -which are among indoor advertising- which are utilizing audiovisual design and presented in markets or shopping malls. This type of advertisement is largely applied to smooth floors such as subways, airports and port sides in large cities.

In Table 4, participants were asked whether they have purchased a good or service as a result of outdoor advertisements.

**Table 4. Distribution Regarding the Purchase of a Good or Service as a Result of Outdoor Advertisements (n=389)**

<b>Have You Purchased a Good/Service Under the Influence of Outdoor Advertisements?</b>	<b>f</b>	<b>%</b>
Yes	170	44
No	219	56
<b>Total</b>	<b>389</b>	<b>100</b>

In accordance with the information gathered from the participants, while the ratio of the participants who have purchased a good/service under the influence of outdoor advertisements is 44 %, the ratio of participants who have not purchased a good/service is 56%.

**Table 5. Most Striking Advertising Sector, Based On Survey Responses (%)**

<b>Advertiser Sectors</b>	<b>%*</b>
Technology Products	47

Furniture/ White Goods	34
Education	30
Communication	26
Cosmetic and Personal Care Products	24
Food	23
Health – Medical	20
Public Agencies and Political Parties	16
Transportation and Carriage	14
Construction and Decoration Supplies	11
Insurance	6

\* The total response rate exceeds 100% since more than one answer can be given to this question.

According to the responses of the participants, the clothing sector rank first among the most prominent sectors with a rate of 59 %; technology products ranked second with 47 % and the insurance sector ranked last with a response rate of 6 %. This situation reveals once again that the majority of people are not aware of the “insurance” sector and of its necessity, thus, they neither like the idea of taking out insurance nor do they find it necessary. For this reason, it is not surprising that the insurance sector rank last.

**Table 6. Awareness of Outdoor Advertisements while Watching Television**

<b>Do the Outdoor Advertisements on TV Attract Your Attention?</b>	<b>f</b>	<b>%</b>
Yes	316	79
No	84	21
<b>Total</b>	<b>400</b>	<b>100</b>

According to the results in Table 6; the great majority of the participants (n = 316; 79%) are aware of outdoor advertising featured on television while only 21% of participants (n=84) have no awareness of this medium. The number of participants aware of such ads is nearly quadruple the number of participants who were not aware of such ads. Parallel to this result, outdoor advertisements (advertisement signs) at football stadiums attract the attention of 8 out of 10 people, particularly during a football match on TV.

**Table 7. Relative Importance of Advertising Media in Purchasing Decisions**

<b>Advertising Media Instruments</b>	<b>Degree of Significance</b>						<b>Weighted Total*</b>	<b>Weighted %</b>	<b>Rank</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>			
TV	246	84	27	16	11	5	2079	26	1
Newspaper	24	95	107	80	46	15	1394	18	2
Outdoor	62	69	76	66	57	41	1374	17	3

Internet	46	64	53	39	43	118	1129	14	4
Radio	10	45	53	79	65	108	972	12	5
Magazine	11	26	48	78	131	65	949	11	6
<b>Total</b>							<b>7897</b>	<b>100</b>	

\* Weighted Sum has been calculated as 1 Significance Degree x6+2 Significance Degree x5+3 Significance Degree x4+4 Significance Degree x3+5 Significance Degree x2+6 Significance Degree x1

According to the participants' responses, television rank first with a weighted percentage score of 26%; newspaper rank second with 18%; outdoor advertisements rank third with 17 %; internet rank fourth with 14 %, while radio and magazine rank last among the instrument influencing purchasing decisions with 12%. The results can be interpreted as follows: television ranks first among the media tools in purchasing a product. TV ratings have increased recently since television appeals to both visual and auditory senses and the number of private television channels has increased. Consequently, such a result is not surprising. The reasons why newspapers rank second can be summarized as; the favorable price of the newspaper is accessible for all income levels and newspaper coverage is an effective tool in following up-to-date developments. Outdoor advertisements rank third and this implies a lack of awareness in seeing and following outdoor advertisements. People regard the outdoor advertisements that they regularly encounter as a part of the cityscape. According to the results of the survey, internet advertising ranked fourth. The internet has recently gained widespread use in Turkey; numerous production and service enterprises have commissioned on-line advertising campaigns and have developed on-line promotional and retail systems. However, we conclude that the internet sector has not yet reached maturity. Mass media such as radio and magazine ranked last. This situation can be explained by the fact that other technological tools have replaced radio and that magazines are relatively expensive and each title appeals to a limited area of specialization.

**Table 8. Most Striking Place for Outdoor Advertisements**

<b>The Most Striking Places For Outdoor Advertisements</b>	<b>%*</b>
Bus-stops	45
Ads along the road	43
Billboards	38
Ads on Buildings	19
Crossroads	18
Others	4

\*The total response rate exceeds 100% since more than one answer can be given to this question.

As depicted in Table 8, the most striking places (areas) for outdoor advertisements was bus-stops with a score of 45 % , followed by roadside advertising with 43 % and the option of “others” (such as handouts in mail boxes, outdoor advertisements on television, posters between two buildings) ranked last with a score of 4%.

## 5. Factor Analysis

Seventeen statements were defined in order to determine the influence ratio of outdoor advertisements on respondents and to measure the effects of outdoor advertisement on purchasing behavior of these respondents. Factor analysis has been applied to these 17 statements, in order to reduce the number of variables and to identify the most important common dimensions within the data regarding respondents' rating of the attributes of various advertising media.

A Kaiser-Meyer-Olkin value was calculated for the data in order to determine whether or not sampling in the factor analysis is adequate. A KMO value over 0.6 indicates that sampling is adequate (Lamm and Lewis, 1993:316). In other words, in the event that KMO value is less than 0.6, the application of factor analysis is not recommended (Schlegelmich and Robertson 1974:84). The factor analysis produced a KMO value of 0.864 (Table 9). The significance level of 0.000 in the Bartlett Test indicates that significant factors have been reached in the research data (Lamm and Lewis 1993:13). Cronbach Alpha value, indicating the reliability of the distribution -that is, internal consistency- is found to be acceptable (0.75).

Variables with similar properties are collected under specific groups (factors) thanks to factor analysis. Also, in grouping the variables regarding this analysis, 'Varimax Rotation' has been utilized. In the analysis, the values having an eigenvalue greater than 1 have been taken into consideration.

Table 9 shows the eigenvalue as %. The eigenvalue is not a % but a scalar function. It can be positive or negative. It performs a linear transformation that compacts the matrix and ranks the data (highest data value in new matrix position 1; next highest data value in new matrix position 2 etc.) In this case, the eigenvalue represents a linear axis through the data that points in the direction of greatest variance. So the “Cumulative Variance” column IS a percentage of the total variance, but the eigenvalue scalar itself is not really a percentage value. It is more like the geometric “slope” of the data on a scale ranging from “zero variance” to “total variance”.

Table 9. Factor Analysis Results of the Participants regarding Outdoor Advertisements					
STATEMENTS REGARDING OUTDOOR ADVERTISING	Avg	SD	Factor Loads	Variance (%)	Cumulative Variance (%)
Factor 1: Disparity (Statements On Being Striking, Effective etc) Factor				31.127	31.127

More effective than other advertising tools in promoting product sales	3.45	1.09	0.763		
Having a greater impact than other advertising tools.	3.72	1.10	0.758		
Being easily noticed	3.82	1.00	0.595		
Outdoor advertisements being creative	3.67	1.04	0.510		
Being visually richer than other advertising tools	3.43	1.15	0.593		
Being examined carefully	3.50	1.18	0.519		
Perception as an effective publicity tool in situations of intense competition.	3.70	1.41	0.427		
<b>Factor 2: Informing and Persuading Factor</b>				<b>10.042</b>	<b>41.169</b>
Playing a role in repeat-purchases of a known brand	2.86	1.23	0.709		
Promoting interest in viewing the product Outdoor advertisements' being intriguing for seeing the product	3.63	1.05	0.681		
Serving as a guide to product identification/availability.	3.24	1.04	0.669		
Encouraging purchase of a product (s)	3.59	1.03	0.655		
Facilitating a purchase decision	3.18	1.08	0.626		
Convincing consumers to purchase a product or brand	3.27	1.03	0.473		
Damaging the view of the city	2.64	1.23	0.855		
Causing "immediate (sudden) purchases"	2.76	1.15	0.785		
Causing occasional un-necessary purchases.	2.30	1.18	0.772		
<b>KMO: 0.864    </b>					

Following the principle components analysis with varimax rotation, four main factors were identified (as shown in Table 9), which affect the purchase behavior of consumers. All together, these four factors explain 54.85 % of the total variance.

The factors that are defined in this context and the secondary components of these factors are as follows;

**1- Difference Factor (Statements on Being Striking, Effective etc):**

Different aspects of outdoor advertisements are specified by comparing outdoor adverts with other advertising instruments. Thus, the variables such as outdoor advertisements' being more effective, more creative, easier to notice and having enriched visual characteristics when compared to other forms of advertising constitute the first factor.

**2- Informing and Persuading Factor:** The variables such as outdoor adverts' informing about the goods and services, prompting people to see and purchase the products constitute the second factor.

**3- Environmental Factor:** The variables such as outdoor advertisements' are not polluting the environment and not damaging the view of the city constitute this factor.

**4- Purchase Factor:** This factor is formed by variables such as outdoor advertisements' which are triggering immediate purchase and encouraging the purchase of goods that are not needed.

Table 10 shows the results of a t test conducted to establish whether there are significant differences between the responses of survey participants, based on gender.

**Table 10. Respondent Perceptions of Outdoor Advertisements: Gender Differentiation**

Factors	t	p
<b>Factor 1:</b> Difference	0.627	0.176
<b>Factor 2:</b> Informing and Persuading	0.133	0.425
<b>Factor 3:</b> Environmental Factor	0.806	0.151
<b>Factor 4:</b> Purchase	0.979	0.553

The analysis found no statistically significant difference in perceptions of outdoor advertising based on the gender of respondents.

Table 11 shows the results of ANOVA analysis, which is applied in order to determine whether age, education or income status of respondents made a significant difference to factors concerning outdoor advertisements.

**Table 11. Differences between the Age, Education, Income Status of the Respondents and Factors Regarding Outdoor Advertisements (ANOVA)**

Factors	Age		Education		Income	
	F	p	F	p	F	p
<b>Factor 1:</b> Difference	1.841	0.176	1.864	0.086*	2.481	<b>0.012**</b>
<b>Factor 2:</b> Informing and Persuading	0.638	0.425	0.321	0.926	1.779	<b>0.080*</b>
<b>Factor 3:</b> Environmental Factor	2.067	0.151	0.599	0.731	0.716	0.677
<b>Factor 4:</b> Purchase	0.352	0.553	1.073	0.378	1.276	0.254

**\*\*P<0.05 ; \*P<0.10**

No difference were found between the ages of the respondents and the main behavioral factors. Similarly, no difference were found for the other factors except between the educational level of the respondents and the "Difference Factor". A Scheffé multiple-comparison test was applied with the aim of identifying the reason for this significant difference or finding out the origin of this difference. In accordance with the results of the Scheffé test, generally the respondents with a high educational level find outdoor advertisements are more striking than the other advertisement instruments

when they are compared to the respondents with low educational level. In other words, it can be stated that outdoor advertisements are not very persuasive for people with a low educational level. Was there a statistically-significant difference in the means between the various educational groups that explained their differing attitudes to outdoor advertising?

According to the result of the one-way ANOVA analysis regarding income levels and outdoor advertisements, it is clear that there are significant differences between the “*Difference Factor*” and the “*Informing and Persuading*” factor. The results of analysis related to the reasons for the differences indicate that the respondents with low incomes do not notice the outdoor advertisements very much and that they find outdoor advertisements ineffective when they are compared to respondents with higher incomes.

## **6. Conclusion and recommendations**

Advertisement is an instrument of announcement and presentation, which is designed in order to persuade people voluntarily to display a certain behavior; to lead people to a certain thought; to draw their attention to a certain product, service, opinion or enterprise; to inform them about these in order to change their opinion and attitude towards these products, services, opinions and enterprises; or to make them to adopt a certain opinion or attitude toward them. Advertisements are exhibited in various communication tools via purchase of time or space and created against some amount of money. Advertising is feature of various communication media through the purchase of time or space and advertising campaigns are created within an overall marketing budget.

Advertisement probably occupies the largest place in the marketing network. It has an important role in the process from production to introduction of product to the market. Its main purpose is to introduce products or services and make people use them. Advertisement can also be used to generate perceived value and position the brand, to create brand awareness and to contribute to its corporate image and prestige.

Since advertisement is a communication phenomenon, enterprises or institutions use tools such as television, radio, outdoor advertisements, magazines, newspapers and internet to convey their message to the target group. Among these instruments, outdoor advertisement is one of the communication tools by which we are continuously exposed to messages and information. The importance of outdoor advertisements, which are liable to charges and which convey the brand and image of the company to consumers, has not yet been adequately comprehended by advertisers. The proportion of advertising budgets allocated for outdoor advertisements confirm this situation. Nonetheless, the attractiveness of outdoor advertisements increases through the implementation of technological tools and, in this way; they attract the attention of a great many people. In time, enterprises will allocate larger budgets for outdoor advertisements.

The purpose of outdoor advertisement as a mass communication tool is to convey the desired message to the target group in an effective and lasting way. Outdoor advertisements have important roles within the main media and have various relative advantages. For instance, when compared to television advertisements, it is impossible to remove outdoor advertisements using remote control, or to put them aside as with published material. Furthermore, another important factor of this type of medium is that it is not time-limited to a brief television time-slot of a few or daily copies. The lack of any mediator at the point where media and consumer meet indicates the chance of leaving the message and target group alone. In other words, in order to receive the message of an advertisement via television or radio, it is necessary to have that device and to turn it on. However, that is not the case with outdoor advertisements. In brief, these differences serve to gradually increase the demand for outdoor advertisement.

According to the research results, the most effective outdoor advertisement tool is billboards and the most high profile sector is the clothing sector. According to the respondents, we can see that television ranks first among the most effective tools in purchasing a good or service.

According to the results of the research, people generally have positive opinions about outdoor advertisements. They think that outdoor advertisements are more eye-catching and creative when compared to other advertisement types and, their physical size lends them an effective visual impact. Respondents also stated that outdoor advertisements contribute to the cityscape in terms of variety and beauty, and they do not pollute the environment. However, awareness of outdoor advertisement amongst some people is relatively low. People regard the outdoor advertisements, which they regularly encounter, as a part of the city and they do not notice that these advertisements are outdoor advertisements. This situation has been changing as people become more conscious of outdoor advertisements.

Outdoor medium in terms of advertisement and communication are coming to a very important stage all over the world. Outdoor advertisements are the only advertisement tools to which the consumers are exposed without paying any charge and which have an important influence on purchasing behavior thanks to their capacity to inform consumers and their visual size and effectiveness.

Considering their direct contact with the consumer and their large scale, it is necessary for outdoor advertisements to utilize novel and modern implementations and to be supported with good marketing ideas. Accordingly, we can state that outdoor advertisement have greater effects on consumers than they are thought to have. The important thing is that enterprises should direct their abilities towards innovations and product differentiation. The results of the study indicate that outdoor advertisements which create different ideas, which are effective in informing and persuading people and which are sensitive to the environment can be viewed positively by consumers. In particular, among consumers with higher educational and income levels, outdoor advertisements are becoming striking and their visibility is increasing.



According to the results of the t-test, no significant gender difference was found between respondents' perceptions and factors regarding outdoor advertisements.

Since this study was limited to Sivas province only, future studies would derive significant benefit from applying the research methodology within locations such as Istanbul, Ankara and Izmir, where more intense displays of outdoor advertisements exist, and which may prove to be significant in terms of obtaining different or similar data to the Sivas study.

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